



# The Service Journey

The hearts of Lions and Leos beat for service. Since 1917, our aim to bring health and hope to humanity has never wavered. Today, this long-standing mission has an exciting new face.

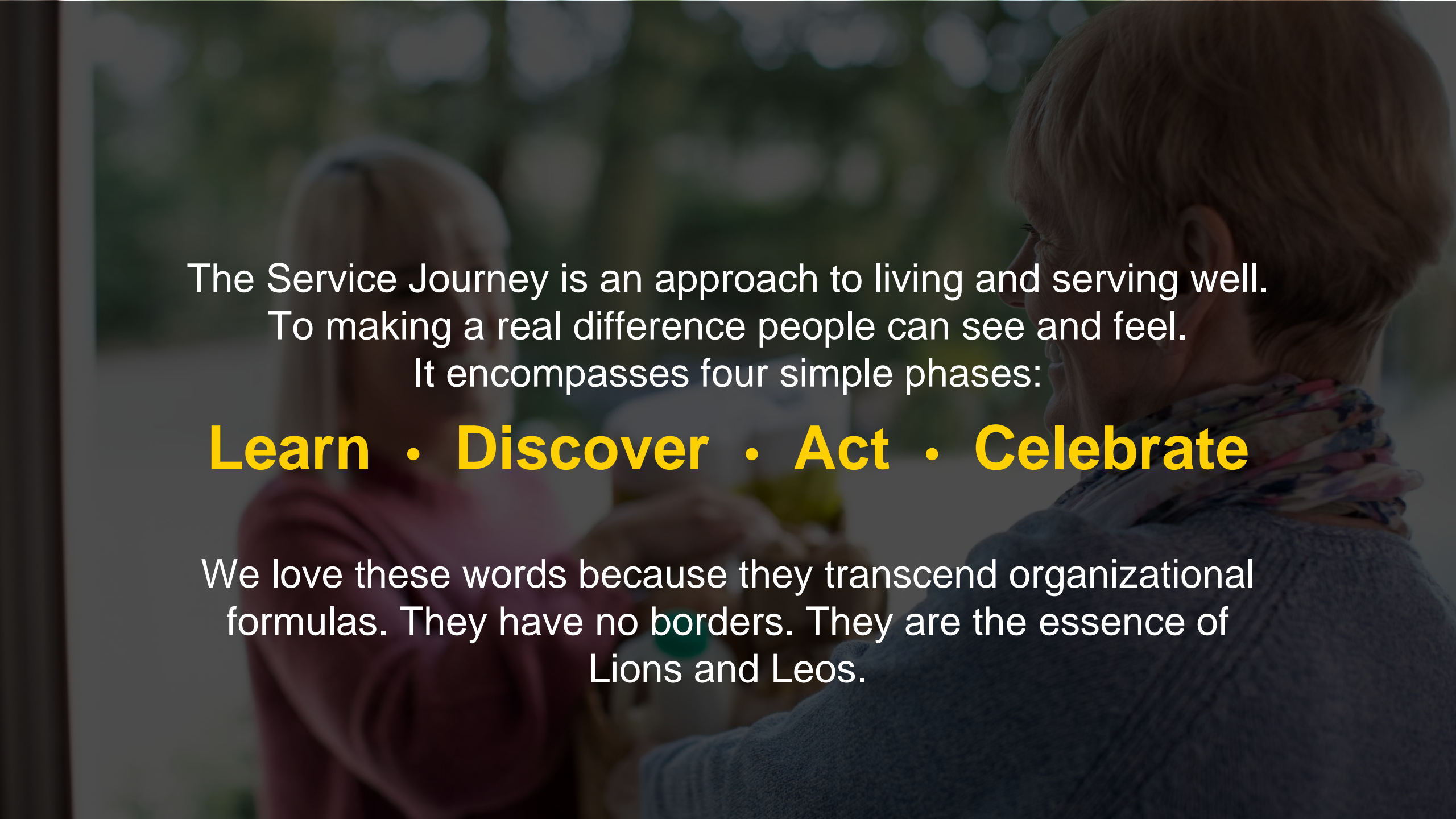


# Introductions and Webinar Housekeeping

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A global movement of service.





The Service Journey is an approach to living and serving well.  
To making a real difference people can see and feel.  
It encompasses four simple phases:

**Learn • Discover • Act • Celebrate**

We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos.

A woman with grey hair, wearing a pink and white striped shirt, is standing in a kitchen and looking at a tablet. The kitchen has white cabinets and a wooden countertop with various items like a bowl of fruit and a cutting board. Above her is a horizontal bar with four segments: 'LEARN' (yellow), 'DISCOVER' (white), 'ACT' (white), and 'CELEBRATE' (white).

LEARN

DISCOVER

ACT

CELEBRATE

# Learn

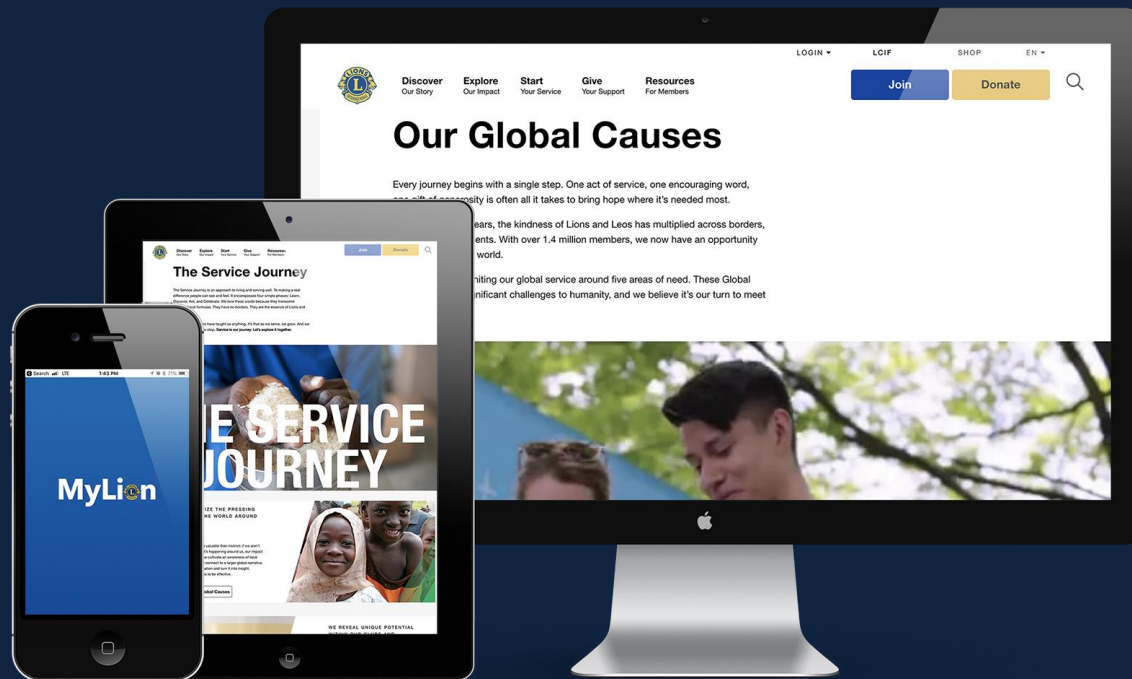
*We recognize the pressing needs of the world around us*

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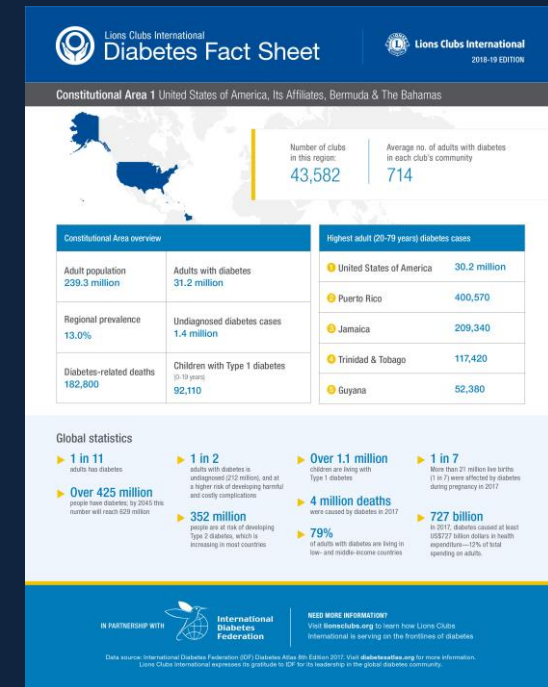
Insight is often more valuable than instinct: if we aren't informed about what's happening around us, our impact may fall short. So, we cultivate an awareness of local needs and how they fit into the global picture. We seek new information and turn it into insight. Learning positions us to be effective.



# Learn: Key resources



Lionsclubs.org



Diabetes Fact Sheets

# Learn: GAT/GST objectives

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- **Adoption:** Embrace and advocate for the Service Journey methodology
- **Education:** Teach our membership about our brand, causes and partnerships
- **Activation:** Encourage Lions and Leos to take steps toward our global cause of diabetes

# Learn: Lion/Leo objectives

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- **Our challenge:** Diabetes, hunger, vision, the environment, and childhood cancer are urgent global needs that require action
- **Our response:** Understand and support the unique mission behind each global cause



LEARN

DISCOVER

ACT

CELEBRATE

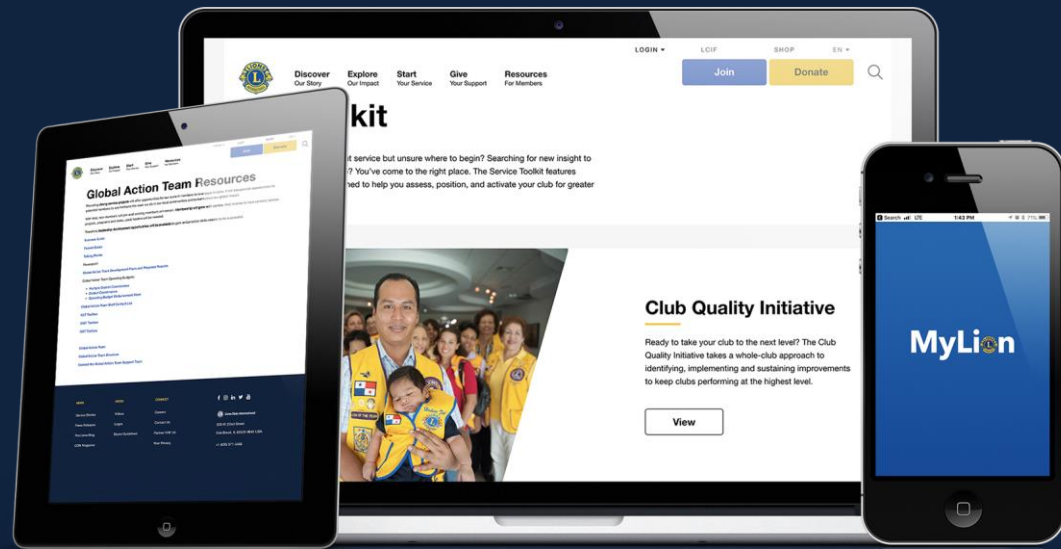
# Discover

*We reveal unique potential within our clubs and communities*

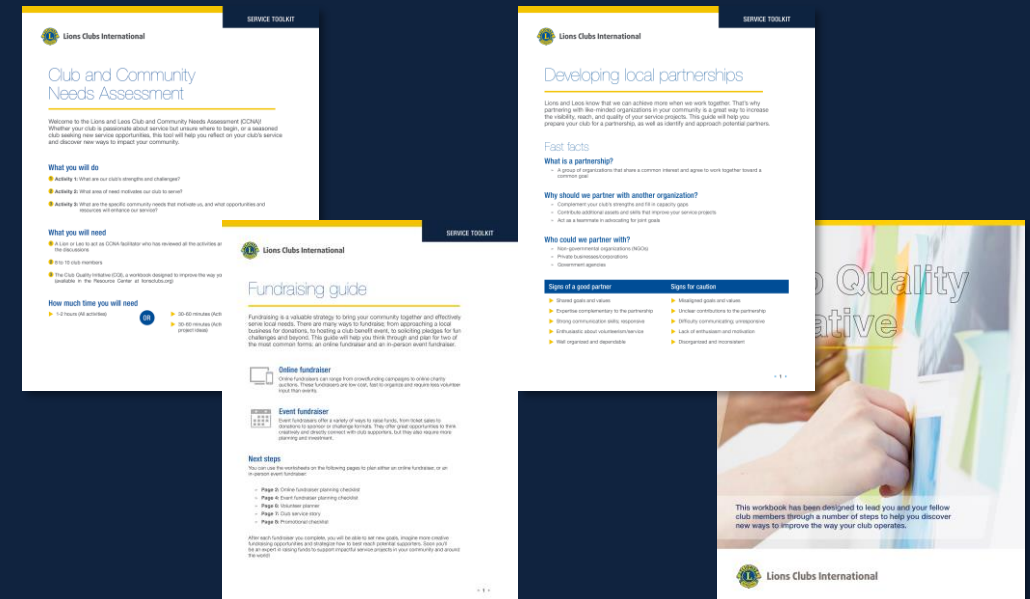
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Opportunity awaits anyone willing to learn. Knowledge sharing equips us to leverage our strengths, bridge gaps through partnership, and encourage innovation. This continuous process of discovery unifies our focus and prepares us for action.

# Discover: Key resources



Lionsclubs.org



The Service Toolkit

# Discover: GAT/GST objectives

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- **Assessment:** Get clubs thinking about how our global causes may affect their community
- **Application:** Help clubs make use of discovery tools and resources
- **Collaboration:** Encourage clubs to engage in local and global partnership initiatives

# Discover: Lion/Leo objectives

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- **Assessment:** Evaluate how our global causes affect your community
- **Inspiration:** Explore Lion/Leo-led projects around the world
- **Application:** Find a new opportunity to make a difference

A background image of an elderly man with white hair, smiling and talking on a black mobile phone. He is sitting at a table with a bowl of fruit and a newspaper. The image is dimmed to allow text to be read over it.

LEARN

DISCOVER

ACT

CELEBRATE

# Act

***We take bold steps to affect our world***

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Our mission is service, and service is visible. Its effects are measurable. Equipped with insight and inspired by opportunity, we collectively support our communities, our regions, and our world together. Through action we fulfill our mission.

# Introducing Service Project Planners.

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A collection of planning tools for clubs ready to engage our global causes

SERVICE PROJECT PLANNER

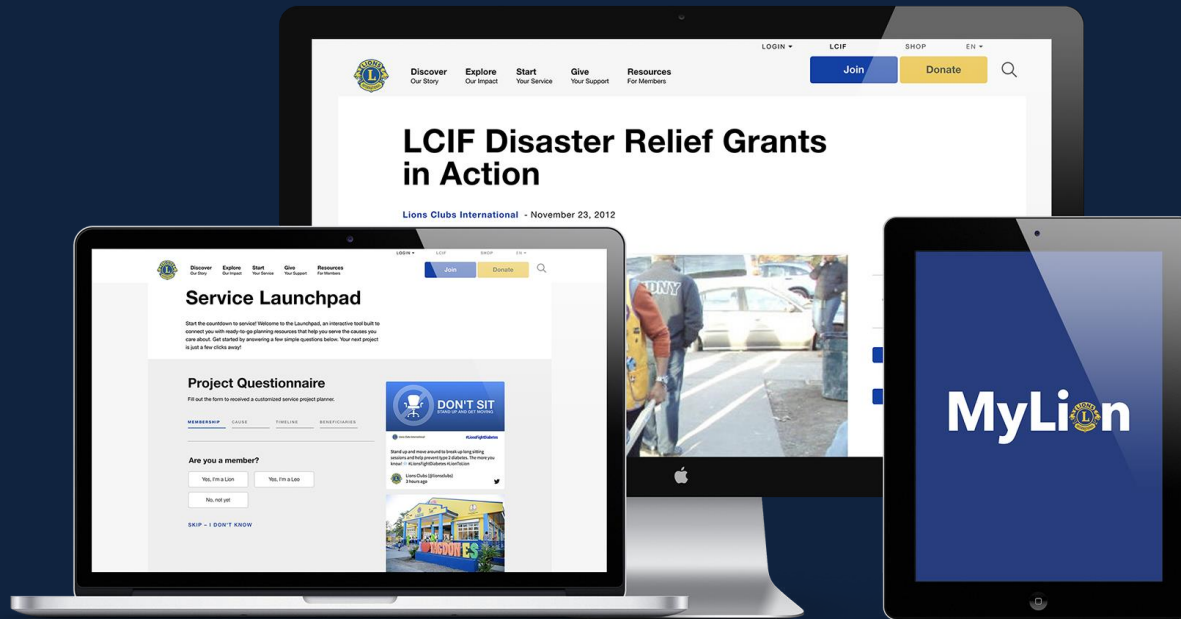


## Half-Day Diabetes Family Event

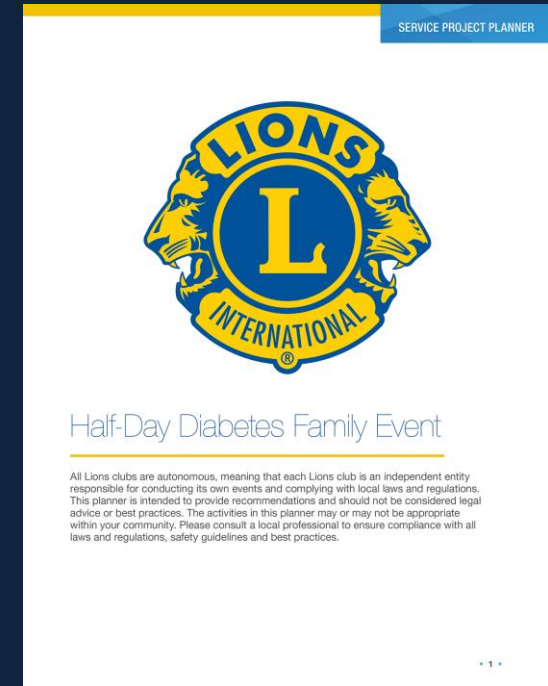
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All Lions clubs are autonomous, meaning that each Lions club is an independent entity responsible for conducting its own events and complying with local laws and regulations. This planner is intended to provide recommendations and should not be considered legal advice or best practices. The activities in this planner may or may not be appropriate within your community. Please consult a local professional to ensure compliance with all laws and regulations, safety guidelines and best practices.

# Act: Key resources



LionsClubs.org



Service Project Planners

# Act: GAT/GST objectives

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- **Increase engagement:** Attendance, participation and feedback
- **Increase membership:** Pave the way for the next generation of Lions and Leos
- **Increase investment:** Support and utilization of LCIF

# Act: Lion/Leo objectives

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- **Organize** a service project within your community

Consider a diabetes project that:

- Increases awareness of diabetes and its associated risks
  - Prevents the development of new cases of Type 2 diabetes
  - Enables successful management of diabetes
  - Improves access to affordable, high-quality diabetes care, medication and devices
- **Donate** to LCIF and empower the service of Lions and Leos worldwide

A hand holding a red heart-shaped patch with white stitching. The patch is held in the palm of a hand, with fingers visible around it. The background is dark and out of focus.

LEARN

DISCOVER

ACT

CELEBRATE

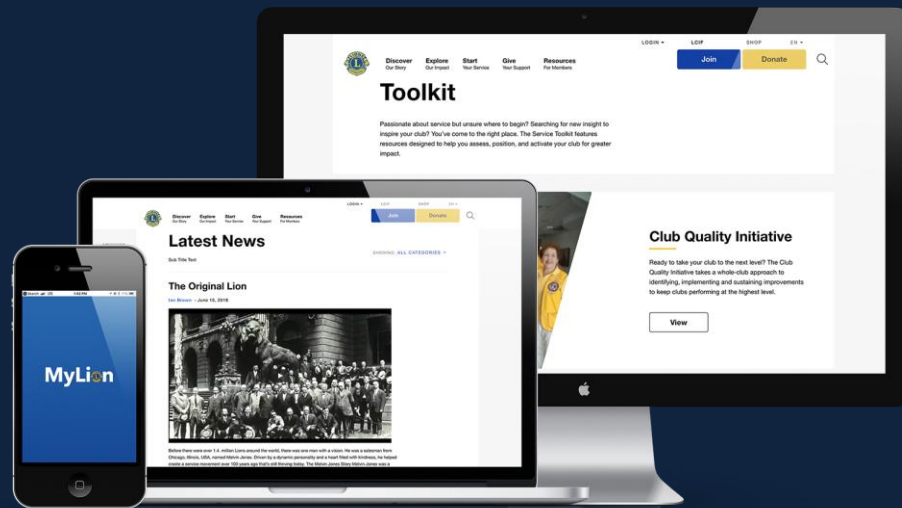
# Celebrate

*We build momentum by sharing the impact of kindness*

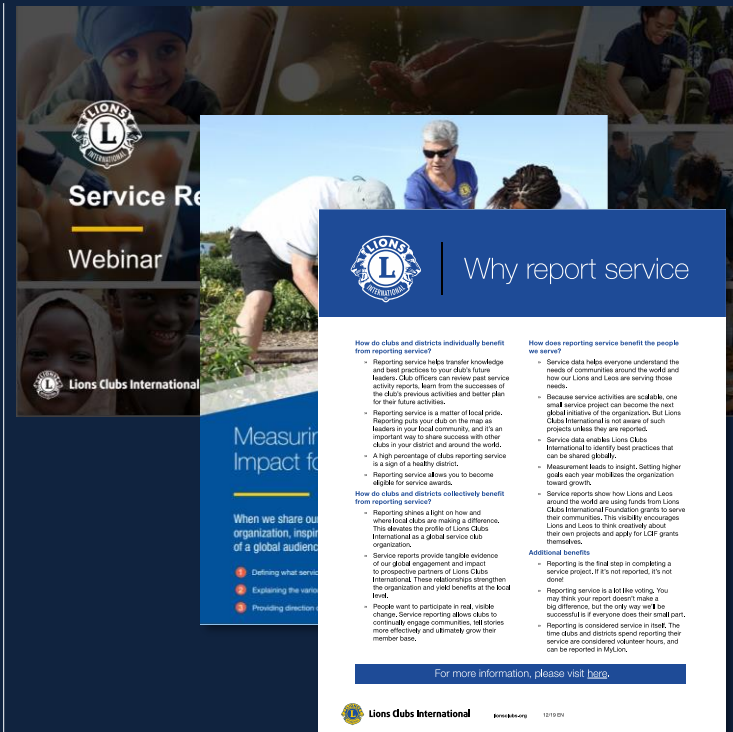
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Serving humanity in over 200 countries, we take pride in the unique expressions of kindness found in each of our local clubs across the world. When we share our stories and report our impact, we unify our organization, inspire our communities, and capture the attention of a global audience. Celebration elevates the experience and impact of service.

# Celebrate: Key resources



MyLion member dashboard, Service Toolkit landing page, Blog/article landing page



Service Reporting Webinar, Measuring Service Impact, Why Reporting Matters



Facebook & Twitter

# Celebrate: GAT/GST objectives

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- **Reporting:** Help members see value and take ownership
- **Testimony:** Inspire our movement and engage the global audience
- **Feedback:** Ensure Lions and Leos are heard, and our efforts are relevant and effective

# Celebrate: Lion/Leo objectives

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- **Report your service** through MyLion™ or your regional reporting system.
- **Share your story** by engaging on social channels and lionsclubs.org



If the past 100 years have taught us anything, it's that as we serve, we grow. And we were never meant to stop.

**Service is our journey. Let's explore it together.**